

How social changed everything



Starbucks

Industry
Leisure

Top 100 Rank
1

Score
127

Channels
11

Social Media Team
6 people

Starbucks has a small social media team with only six people, and yet Starbucks obtained the highest engagement score – 127 in 11 channels – among the top 100 brands. This is all the more impressive because as a bricks-and-mortar store with thousands of physical outlets, Starbucks beat out advanced media and technology brands. We spoke with Chris

Bruzzo, VP of Brand, Content and Online, and Alexandra Wheeler, Director of Digital Strategy, at Starbucks to understand how Starbucks engages

1 Most engaged brand online

Altimeter Report 2009

so much fully. Wheeler explained, “We’ve been the physical world with thousands of natural touch points, so when we laid out the vision for our social strategy, it felt like home for the brand. It’s about the relationships we form with our customers, not marketing.”



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Follow Starbucks on Twitter:
<http://twitter.com/Starbucks>

Information

Founded:
1971 in Seattle's Pike Place
Market

Fans

6 of 5,039,072 fans

[See All](#)

Albert
Muzaurieta



Margaret
Kim



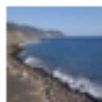
Victoria
Pedigo



Kara
Sumter



Suhyang
Jung



Rose Knoll

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12 minutes ago · [Comment](#) · [Like](#) · [Report](#)



Anthony Castang Comment vous faire partager les photos du voyage de ma Cup Starbucks ??

13 minutes ago · [Comment](#) · [Like](#) · [Report](#)



Angel Brisker– Reese Nothings better than a caramel apple sider!!

22 minutes ago · [Comment](#) · [Like](#) · [Report](#)



Alfonso L. Valle MMMM I like a Venti Gingerbread Latte with soy milk and an extra shot!

25 minutes ago · [Comment](#) · [Like](#) · [Report](#)



Gul Yilmaz every morning , every day :) I really like caramel macchiato....

33 minutes ago · [Comment](#) · [Like](#) · [Report](#)



Tom Stuart Bradnam THE ESPRESSO FRAPPUCINO CHANGED MY LIFE xD

46 minutes ago · [Comment](#) · [Like](#) · [Report](#)



Lisa Pobst Looking forward to the gingerbread latte U all have around holidays..the pumpkin spice has been wonderful too...sweet drinks..but what a treat to ones self :)

46 minutes ago · [Comment](#) · [Like](#) · [Report](#)

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The Blue Tie gift is now available in the Gift Shop.

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#1 brand on Facebook





Millions of engaged loyalty members



my STARBUCKS IDEA

[GOT AN IDEA?](#)[VIEW IDEAS](#)[IDEAS IN ACTION](#)[FAQ](#)

Hi there, **Cbruzzo**

[2 Inbox](#)[1 Favorites](#)[My Profile](#)[Sign Out](#)

Share       

Follow us on [twitter](#)

Ideas so far



PRODUCT IDEAS

21,370	Coffee & Espresso Drinks
130	Frappuccino® Beverages
6,571	Tea & Other Drinks
9,531	Food
4,333	Merchandise & Music
6,030	Starbucks Card
6,488	Other Product Ideas

EXPERIENCE IDEAS

5,235	Ordering, Payment, & Pick-Up
8,933	Atmosphere & Locations
7,533	Other Experience Ideas

INVOLVEMENT IDEAS

2,845	Building Community
6,015	Social Responsibility
4,164	Other Involvement Ideas

SHARE. VOTE. DISCUSS. SEE.

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple – we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

Most Recent Ideas

1 Hour(s) Ago	Add an African coffee to the Via Lineup
2 Hour(s) Ago	Lactose Free Milk
2 Hour(s) Ago	Non-Dairy Creamer
3 Hour(s) Ago	New Coffee Lids
4 Hour(s) Ago	Give your loyal ORIGINAL coffee frapp customers an option, too!!!!!!...
4 Hour(s) Ago	HELP !!! we need starbucks in tunisia!!!!!!!!!!
7 Hour(s) Ago	Extending Starbucks (RED)
10 Hour(s) Ago	Portable Coffee Carrier from Recycled Materials
11 Hour(s) Ago	I lost weight thanks to Starbucks new Frap..thanks Starbucks!!!



“The key here is we are connecting directly with our loyal customers who will be driving our future growth”

- Howard Schultz underscoring Starbucks social media successes

Building Meaningful Customer Engagement the Starbucks Way



Chris Bruzzo

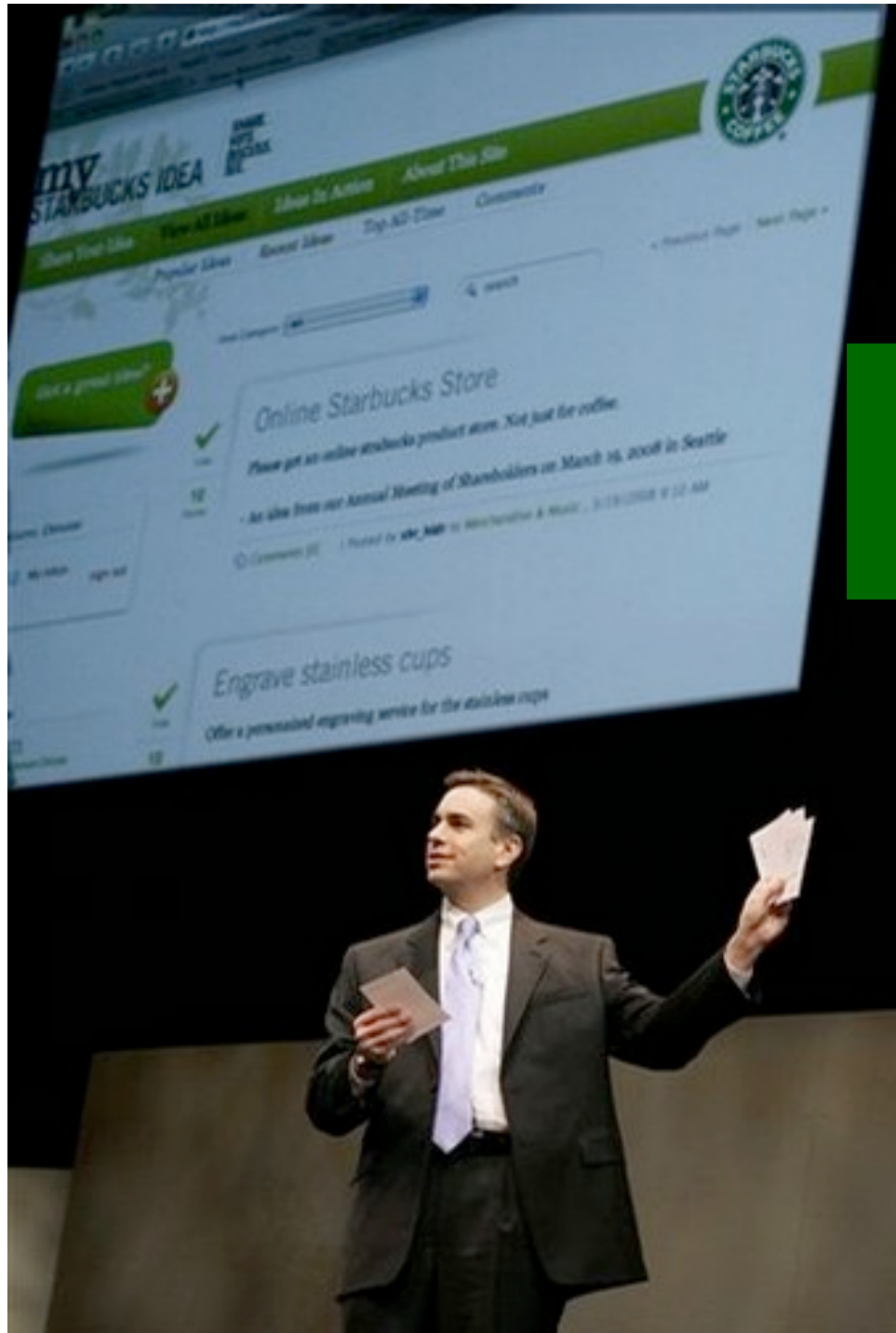
Vice President, Brand, Content & Online

The conversation is happening



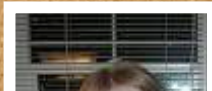
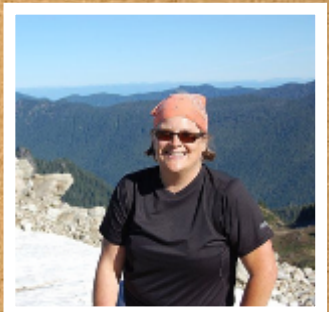
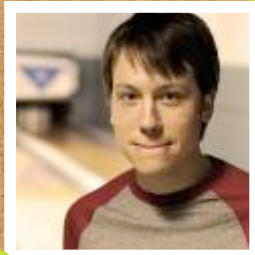
Thoughtful commitment
from many levels



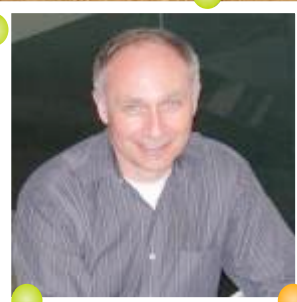
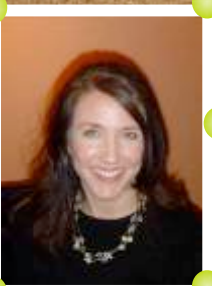


We found our
moment





Deputize thoughtfully



+ Share an idea now:
My Starbucks
Idea.com



Train them well

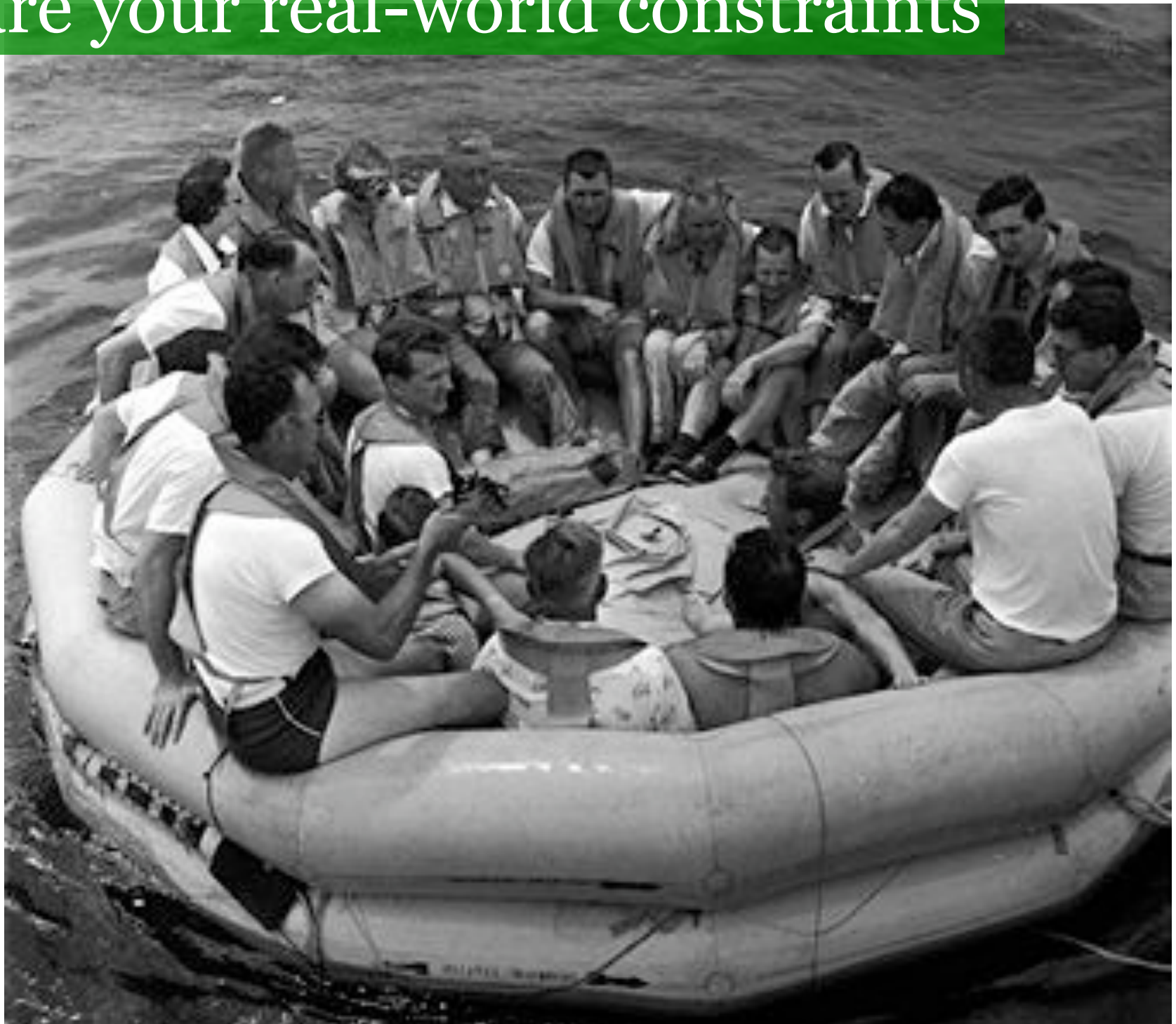


A large crowd of people, mostly young adults, are shown from a high angle. Many of them have their hands raised in the air, suggesting a lively event or a large-scale participation. In the upper right corner, there is a large orange arrow pointing downwards. Inside the top part of the arrow, the words "NOT PARTICIPATING" are written in white, bold, capital letters.

**NOT
PARTICIPATING**

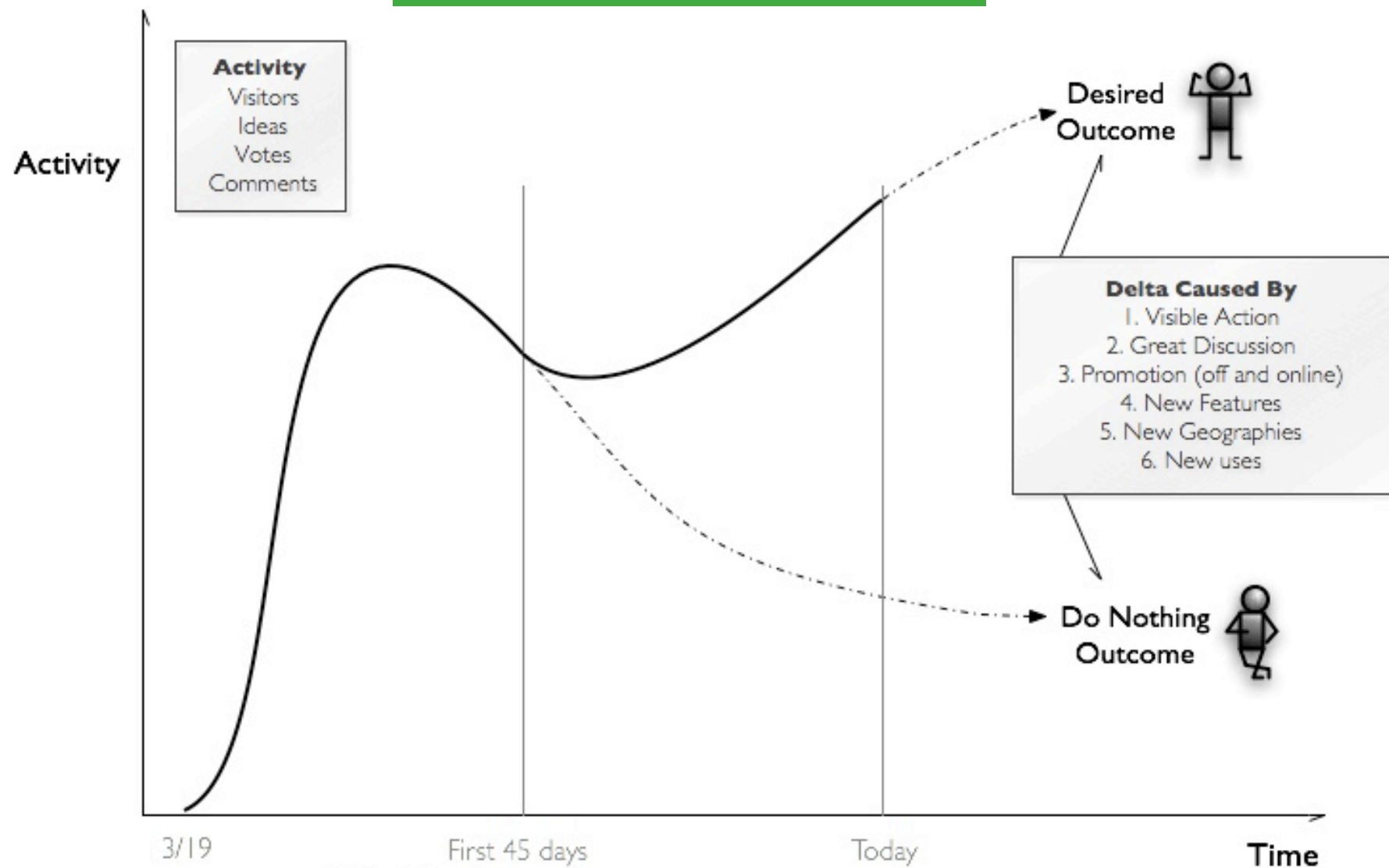
Not 80/20, more like 98/2!

Share your real-world constraints



Fight the lull!

MyStarbucksIdea.com





Internet = fast
Human organizations = slow

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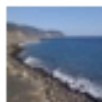
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[More Ads](#)

#1 brand on Facebook

It's about relationships,
not marketing

Starbucks
Plug and Pour

You've asked for it, and now we've cracked the code to deliver fresh, hot brewed coffee through the internet tubes. We're testing this new concept with a small group of customers from Twitter to gauge your interest.

@rwillard did you know ... that you can
SMS your zip code to MYSBUX (697289)
for the 3 nearest locations.

12:14 PM Jan 22nd from TweetDeck in reply to rwillard

Social fits within a larger digital strategy

STARBUCKS *Love* PROJECT

MAIN MAP LOVE CD LOVE DRAWINGS ADD YOUR VOICE (STARBUCKS) RED PRODUCTS

QATAR

ONE SONG. ONE WISH. 156 COUNTRIES.

In just over one year, you've helped generate contributions equivalent to more than 14 million days of medicine for people living with HIV in Africa. On December 7th, Starbucks and (RED)™ celebrated with an unprecedented worldwide singing event. Add your voice to continue to help fight AIDS in Africa.

▶ WATCH A REPLAY OF THE LIVE EVENT

United States

United States

United States

United States

ADD + YOUR VOICE

GR. LOVE FOR THE CONTRIFUND T

STARBUCKS

Wish

Follow Starbucks on Twitter: <http://twitter.com/Starbucks>

Starbucks

What's on your mind?

Brandon Chong What is a good drink, I want to try something other than my regular Venti Green Tea Latte, any other recommended drinks? 33 seconds ago · Comment · Like · Report

Nolan Bridges DOUBLE CHOCOLATE CHIP FRAPPUCCINO! :p 10 minutes ago · Comment · Like · Report

Dave True Great coffee--love it! (-) 11 minutes ago · Comment · Like · Report

Marlen Pirela heey guys xD how are u? i'm really cool =) but i'll be even better if you make my dream and the dream of hundreds of people in my country come true. To finally have a Starbucks Coffee near us.

Starbucks

our coffees our stores Starbucks card get home for business about us shop online

LOVE

LOVE

The New York Times

Monday, November 16, 2009 Last Update: 11:40 PM ET

Get the Love CD as a special gift with purchase at Starbucks and help fight AIDS in Africa.

FOR A LIMITED TIME ONLY

LEARN MORE

STARBUCKS IS A PRIDE PARTNER OF (RED)™

In Reversal, Panel Urges Mammograms at 50, Not 40

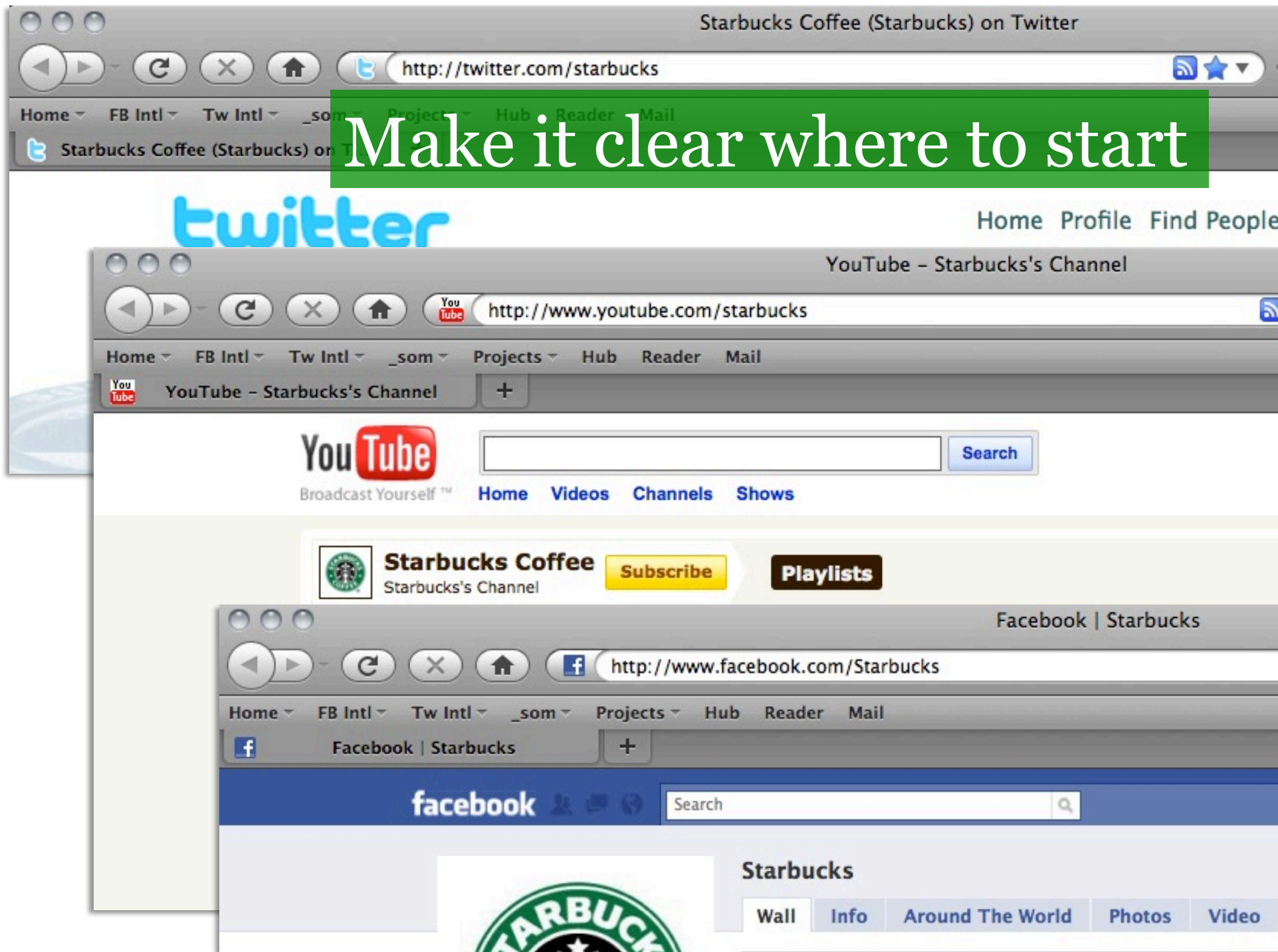
Can I Put You on Hold?

Breaker: Station of Futurity

SIGN UP

STARBUCKS.COM / JOIN (RED) / TERMS & CONDITIONS / PRIVACY POLICY / SHARE

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NEWS



Starbucks Poised to Launch 'Soluble' Coffee

Via Brand Called 'Breakthrough' Unlike Instants of Old

By Emily Bryson York

Published: February 12, 2009

CHICAGO (AdAge.com) -- Premium java giant Starbucks is venturing into what some would consider lowbrow territory with a soluble-coffee product called Via, according to three executives familiar with the matter. ...

Look around the corners



<http://twitpic.com/14wow> - Someone experimented to make 'extra-super yummy blend' in the office kitchen. Made me chuckle. What's your blend?

5:52 PM Jan 19th from TwitPic



Talk like a human...OR

Sometimes, I hear this same music in my head when I make coffee. Does that make me a robot? ... <http://bit.ly/10MxFE> thanks, @RobtheMob

1:36 PM Dec 28th, 2008 from CoTweet

@phxwebguy Sorry about that ... let the barista know next time we're in. We'll make it right.

1:36 PM Dec 28th, 2008 from TweetDeck in reply to phxwebguy

@rwollard did you know ... that you can SMS your zip code to MYSBUX (697289) for the 3 nearest locations.

12:14 PM Jan 22nd from TweetDeck in reply to rwollard

Happy weekend everyone!

8:13 PM Jan 23rd from TweetDeck

Nice - President Obama's head speech writer wrote the inaugural address at a D.C. area Starbucks: <http://is.gd/gwEt>

10:55 AM Jan 20th from TweetDeck

@zioneyemedia well... Good chance I made your coffee once. I was at Fremont from 02-04.

6:19 PM Dec 28th, 2008 from TweetDeck in reply to zioneyemedia

<http://twitpic.com/14wow> - Someone experimented to make 'extra-super yummy blend' in the office kitchen. Made me chuckle. What's your blend?

5:52 PM Jan 19th from TwitPic



Happy weekend everyone!
Be authentic

Nice - President Obama's head speech writer wrote the inaugural address at a D.C. area Starbucks: <http://is.gd/gwEt>

10:55 AM Jan 20th from TweetDeck



RT @shenanigansMKT: The rainbow legitimately ends at the @Starbucks :) Happiness. <http://twitpic.com/t9cpp>

2:47 PM Dec 12th from web





Build a coalition



Want to help Haiti?
You can at participating Starbucks stores.



Your fans are your soldiers, arm them well

TweetDeck v0.32.5

Search: Starbucks

At starbucks just chillen

Anthonygallina, [+] Tue 16 Feb 09:38 via txt

Shock Horror! Starbucks without coffee. :(

Ross_Hayes, [+] Tue 16 Feb 09:38 via API

Starbucks and credit car (Y)

__hypnoticfluo, [+] Tue 16 Feb 09:38 via web

Went to the store. Went to the bagel shop and starbucks and made chili for My mom, dad, joey and me<3

hiolivejuicee, [+] Tue 16 Feb 09:37 via web

Girl in Starbucks now not only recognises me, she remembers my usual order when I don't. Am clearly in there more often than I think...

PhurieDae, [+] Tue 16 Feb 09:37 via Echofon

@wallewhoa boo starbucks. yay for the shades!

rubeedooo, [+] Tue 16 Feb 09:37 via txt

@laurajhamilton I can't give you that, but how about starbucks on Friday instead?

TwitScoop: Buzzing Right Now

19th 2nite aim bbq bloodybrits calling canadian carly ceo chanel COCO compassion considered CONSUMERS convo cookie covers cream curling dalai dem develop drake enemies everton expand favfoursquare fri frm goin hearts ice industry judge kno lighter los matters mirror mission model pants praying prey reflection replaced rocha

rodarte salad schmidt scored script semi sexting

curling / enemies prey / loosing gaining / wins beauty contest brains department / jedward / mps medals visiting afghanistan surely / plants zombies available / htc / pancake / percent techcrunch readers browsing chrome / marcus camby / shen zhao / sided / scott / teeny / bilodeau / kardashians / bret / vienna / polar bears / ruin pursuing twq

Powered by Twitscoop.com

Mentions

@bradnelson since @matthewguiste says you know all technology, what is chat roulette? I've seen some tweets about and am curious.

jmeofalltrades, [+] Mon 15 Feb 19:22 via Echofon

@aewheeler @matthewguiste Sorry I meant at BlogWell on Cornado

Mike_Stelzner, [+] Mon 15 Feb 16:49 via web

@aewheeler @matthewguiste I'll have a camera crew make a BlogWell for SocialMediaExaminer.com would love to video tape you Tuesday

Mike_Stelzner, [+] Mon 15 Feb 16:21 via web

@matthewguiste @Starbucks Still waiting for promised answers?

<http://tinyurl.com/y8btepp> - <http://tinyurl.com/y8lzmn> #starbucks #fail

SteelToad, [+] Tue 09 Feb 09:22 via TweetDeck

Tom Selleck. Waterfalls. and sandwiches: <http://selleckwaterfallsandwich.tumblr.com> / @matthewguiste found it. It's amazing.

bradnelson, [+] Fri 05 Feb 10:30 via web

@matthewguiste @tfrommer That is pretty cool.

bradnelson, [+] Tue 19 Jan 08:52 via web in reply to...

@matthewguiste It was a pleasure chatting with you yesterday. I hope we can continue the conversation :)

If it doesn't matter on twitter it doesn't matter



my
STARBUCKS IDEA

FAQ

GOT AN IDEA?

VIEW IDEAS

IDEAS IN ACTION

Hi there, **mguiste**

1 [Inbox](#)

1 [Favorites](#)

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Share       

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Ideas so far

Search Ideas

PRODUCT IDEAS

- 20,577 Coffee & Espresso Drinks
- 6,287 Tea & Other Drinks
- 9,174 Food
- 4,124 Merchandise & Music
- 5,611 Starbucks Card
- 6,193 Other Product Ideas

EXPERIENCE IDEAS

- 5,057 Ordering, Payment, & Pick-Up
- 8,621 Atmosphere & Locations
- 7,303 Other Experience Ideas

INVOLVEMENT IDEAS

- 2,728 Building Community
- 5,689 Social Responsibility
- 4,082 Other Involvement Ideas
- 168 Outside USA

SHARE.
VOTE
DISCUSS.
SEE.

Most Recent Ideas

- 15 Min(s) Ago [Recycling](#)
- 18 Min(s) Ago [Please open a Starbucks in Central Park, New York](#)
- 21 Min(s) Ago [Signature Hot Chocolate](#)
- 23 Min(s) Ago [Acoustic Nights out.](#)
- 43 Min(s) Ago [Disposable Tea Bag Squeezer](#)
- 49 Min(s) Ago [Sugar free Chai!!](#)
- 51 Min(s) Ago [When using a starbucks card or credit card I don't always have my pock...](#)
- 54 Min(s) Ago [To be able to buy frappuccino mix in stores so I can mix my own at hom...](#)
- 1 Hour(s) Ago [Pour Over Method - At Home](#)
- 1 Hour(s) Ago [new location](#)

The Four responses:
Amplify
Context-ify
Change
Ignore

my
STARBUCKS IDEA



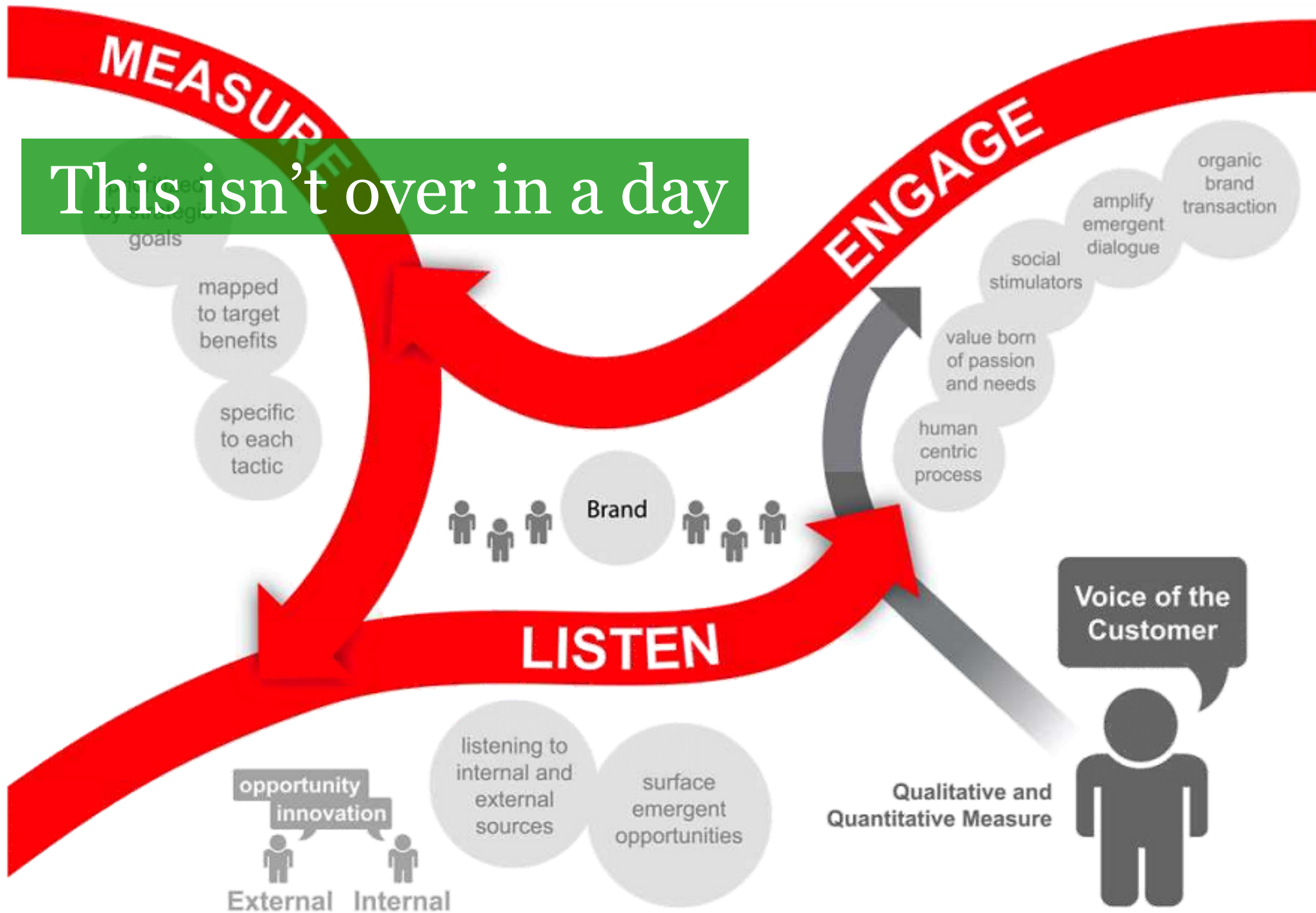


Don't outsource your voice

A hand is holding a piece of cardboard with the words "FREE HUGS" written in large, bold, black letters. A red heart symbol is drawn to the right of the word "FREE". The cardboard is slightly crumpled and has a rough, torn edge. The background is dark and out of focus.

12 Ask for forgiveness,
not for permission

This isn't over in a day



Questions